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1920

DeLue's Golden Giant Sweet Corn

"The New Master of the Fields"



SHOWS SHORT STALKS, HEAVY FOLIAGE AND LOW PLACEMENT OF EARS

ORIGINATED AND DEVELOPED AT
THE DELUE EXPERIMENTAL FARM
NEEDHAM, MASS.

DELUE'S GOLDEN GIANT

AWARDS

In the year 1915 DeLue's Golden Giant was exhibited at the annual fall show of the Massachusetts Horticultural Society and was awarded a diploma of merit as being a distinct advance over the popular Golden Bantam. At the annual show a year later, the above society awarded it a silver medal, the first of its kind awarded by that ultra-conservative society for sweet corn in 67 years. Each year since then it has been awarded first prize by said society at its annual fall exhibition.

The triumph came when in January, 1920, at the exhibition of the Massachusetts State Department of Agriculture, held in Boston, it was awarded a first prize and sweepstakes for dried sweet corn. In addition, customers of the last three years have reported that no other variety of sweet corn ever approached DeLue's Golden Giant at their local shows.

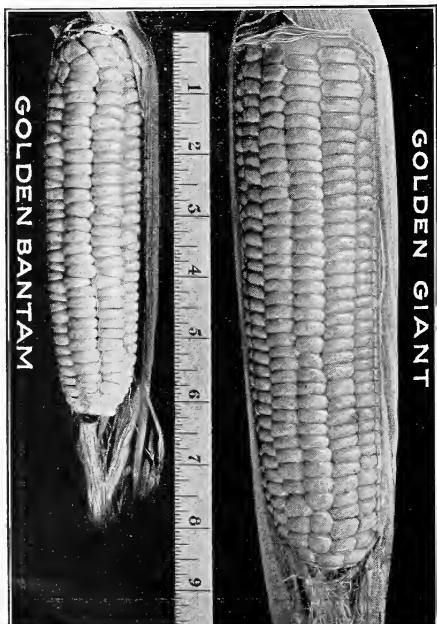
At the fall exhibition given by the Massachusetts Horticultural Society in the fall of 1918, the originator, seeing a group gathered about his sweet corn, walked up just in time to hear an expert, who is often called upon by the horticultural societies of the country to lecture, state, after comparing the Golden Bantam and the Golden Giant, that he considered the Golden Giant the finest thing that had ever been brought out in the vegetable line.

HISTORY AND DESCRIPTION

In 1902 there was introduced a yellow sweet corn known as the "Golden Bantam," but which in reality was a strain of the "Golden Sweet"

as listed and sold by Hovey and Co., of Boston, fifty years ago. Among their customers was an old gentleman who spent a number of years in growing the Golden Sweet and in selecting from this the earliest ears. When he died, a Mr. Coy, of Massachusetts, bought from his widow the few ears he had saved for seed, and sold them to a large seed house; this house in turn raised enough seed to supply the market in 1902 and re-named it "Golden Bantam."

We have not been able to learn the parentage of Golden Sweet, but from the published descriptions it may be assumed that it came from a cross of one of the well-known white sugar corns with a field or yellow corn.



1921 PRICE LIST

DeLue's Golden Giant Sweet Corn

2 oz.....	\$0 25	5 lbs.....	\$ 4.00
4 oz.....	.40	10 lbs.....	7.00
8 oz.....	.65	25 lbs.....	15.00
16 oz.....	1.00	50 lbs.....	25.00

TEST PAINT SET

Derm's Golden Guide Swatch Color

16 oz.	1.00	20 lbs.	3.00	\$ 4.00
8 oz.	.50	10 lbs.	2.00	
4 oz.	.25	20 lbs.	4.00	
2 oz.	.125	50 lbs.	10.00	
1 oz.	.0625	100 lbs.	20.00	
		500 lbs.	100.00	

Golden Sweet was described as being early, very sweet and delicious, combining the rich flavor of the field corn with the best qualities of the sugar corn. This was exactly our impression upon first eating the Golden Bantam in 1902, but we were disappointed with the small size and relatively small yield. We knew that for this reason it would never be profitable to grow.

Accordingly, we endeavored to ascertain how we could retain all of the exquisite quality, together with its earliness, and at the same time produce an ear as large as our best white varieties.

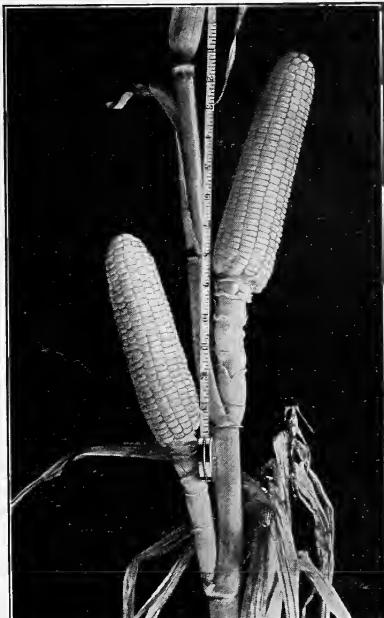
The originator of DeLue's Golden Giant, after growing all of the known varieties of sweet corn, soon discovered how futile was the attempt to make anything like a perfect corn or one answering all of the requirements of the home or market gardener by selection alone.

Some varieties had one thing to recommend them, and some another, but all were lacking in many of the essential qualities. It then became a problem of choosing those varieties possessing the largest number of these essential properties, and after hybridizing, to subject the product to a number of years of selection, until we had united in one variety as many of these properties as possible.

We recognized that it would be possible to obtain a large yellow ear by crossing the Golden Bantam with a large yellow field corn, but this would destroy the fine quality and make the corn later in maturing. The foregoing was evidently the method used in producing those yellow varieties which appeared soon after the Bantam, for while they were somewhat larger than the Bantam, they were poorer in quality. To obtain a very large ear of the same exquisite quality, it would be necessary to use a large white sugar corn as one parent. This would give size and quality, but as all of the best large whites were late, the product secured by such a cross would be late.

The problem then narrowed down to a choice between producing a large ear of golden color but poor quality, in a short time, or of spending many years in producing a large ear of golden color and of vastly superior quality. As the breeding out of the white would necessitate many years, it would afford ample opportunity to select a standard ear, thereby fixing the type.

It so happened that just at this time there was introduced a large white sugar corn which was very early as well as very sweet—just what we were looking for; but this, too, had some faults. We saw, however, that should we successfully add the good points of the Bantam to the virtues of the early large white, and at the same time eliminate the objectionable features of each,



Show ing Two Perfect Ears

we should have the ideal sugar corn, suitable for all purposes and all localities. The two varieties mentioned had three very desirable characteristics in common: They were sweet, they were early and had short stalks; the white, moreover, being exceedingly stocky near the ground,—a characteristic of value in sections where severe rain and wind storms prevail and bring ruin to many a gardener.

In the spring of 1906 we planted these two varieties in alternate rows; when the ears matured we selected the yellow kernels from the finest white ears. These kernels we planted the next spring, obtaining ears which were in size midway between the small yellow and the large white. From the finest of these ears we selected those having the greatest proportion of yellow kernels. The third season we obtained some ears wholly yellow and of equal length with their white parent.

GRAIN CHARACTERISTICS

Through all the successive years from that time to the present, we have been selecting ears of greatest length, with diameter of tip and butt as nearly alike as possible, with the rows of kernels running straight from one end to the other, and with the greatest depth of kernel and smallest diameter of cob, thus insuring the greatest proportion of grain to cob. The ideal ear has from 14 to 18 rows. Golden Giant has reached as high as 22 rows.

PLANT CHARACTERISTICS

Much attention has been paid to the characteristics of the plant growth. We have been constantly on the watch for the following points:

- (1) Smallest and stoutest stalk that is capable of carrying a large number of large ears, for the reason that a short stalk matures more quickly and leaves more moisture and nourishment for the production of the grain.
- (2) An abundance of large foliage, for it is through the action of the sun upon the leaves that the plant grows.
- (3) Ears formed low down on the stalk, for the plant is less apt to be damaged by the weight during wind and rain storms.
- (4) Husks thick and long so as completely to cover the ends of the ears for protection from birds, worms and smut.
- (5) A distinguishing color, which in the Golden Giant is a rich purple on the stalk, leaf and husk in about one-third of the plants, and an admixture of purple and green in the balance. This makes substitution impossible, for no other sweet corn plant in the world has this color.

The most particular attention has been paid, however, to the quality, for earliness and great size would count for nothing without this crowning virtue. It is because of the extreme tenderness, combined with that exquisite rich sugary flavor, that the Golden Giant has become the standard of perfection for sugar corn the world over, and when you consider that its

admirers report that it is one to two weeks earlier, and two to three times as large as its own parent, the Golden Bantam, of better quality, deeper color and more productive, you may be sure that it has well earned the title, "The New Master of the Fields."

DeLuc's Golden Giant excels all other early varieties in size, productiveness and quality, and all the late varieties in quality and early maturity. It is the one corn for the home or market gardener who wants the greatest amount of highest quality corn in the shortest period of time from the smallest piece of land.

A WORD OF CAUTION

No better proof of the superiority of DeLuc's Golden Giant can be offered than the fact that many seed firms are substituting it for varieties that up to the present time have been their leaders.

However, several of them are not generous enough to give credit where credit is due, by attaching the proper name as given by the originator to such corn.

In other cases, still more flagrant violation of the law and of fair competition is shown by applying the proper name in whole or in part to an entirely different variety of yellow corn, hoping thereby to inveigle the public into believing it is buying the genuine article.

There are a few reliable firms, however, that are handling the real thing, and these firms are selling packages which are put up and sealed for them by the originator, bearing the true name of "DeLuc's Golden Giant."

SIGNIFICANCE OF NAME

From the name of our corn, many customers believe that it is intended to give the idea that the *plant* is of giant proportions. The appellation of "Giant" in no way refers to the corn plant as a plant, but merely to the great size of the ear as compared to its parent, the Golden Bantam.

When the Giant and the Bantam are planted in adjoining plots, as was done in the school gardens on the Boston Common the past summer, they cannot be distinguished from the height of the plants, but the purple color, the stout stalk, the heavy foliage and the large ears, at once show the distinction between the Giant and the Bantam.

In fact, the growth is so dwarfed that surprise is always manifested that such small plants are able to bear so many and such large ears. After harvesting the crop of 1918 on the farm where the Giant was originated, a gentleman from the corn belt in Ohio visited the farm with a friend from an



Stalk Showing Five Ears

adjoining town who had told him about my exhibit at the Massachusetts Horticultural Society. The Ohio gentleman doubted the story and wanted to see for himself, so visited the farm one Sunday. I began by showing him a pile of nubbins which he said were bigger than the Bantam. I then showed him the stalks in the field from which the ears had been gathered, and finally the ears in process of drying; whereupon he said: "I take off my hat to you, sir, for I know when I am beaten. If our people in the corn belt were to see such stalks they would say it was impossible to produce ears, and yet you have ears as large as much of our Western field corn. I cannot understand it, for you have such light and shallow soil."

CULTURAL DIRECTIONS

The ground should be manured and plowed as early in the spring as possible. Spread fertilizer (high in phosphates, such as bone meal, or super-phosphate) broadcast, and harrow into soil. Mark lines three feet apart, running lines preferable north and south. When both the soil and weather have become warm—which in northern latitudes is usually not until May—plant the seed in shallow furrows, covering seed $\frac{1}{2}$ to 1 inch deep if soil be heavy, and 2 to 3 inches deep if soil be light and sandy. For a succession, continue planting every two weeks until the middle of July. When planting a small quantity, do not plant in one row, but make several short rows, so that proper fertilization may take place, with the production of properly developed kernels. If the seed were all planted in one row, and if a long, wet season were to ensue at a time when the pollen is ready to act, nothing but poor, irregular ears would be had from even the finest selected seed.

After the plants have started, thin out until the stalks stand 9 to 12 inches apart, and turn back a little soil around the plants at each cultivation, thereby covering up whatever weeds might have started in the furrows, and making the surface of the ground perfectly level. Avoid deep cultivation near the stalks, and stop all cultivation as soon as the fine feeding roots are seen near the surface, when cultivating the space between the rows.

When the tiny kernels begin to develop on the cob, they are at first white and watery, though the silk may have dried at the ends. The kernels gradually become cream colored, and pass through the various shades of yellow as they become plump and ready to eat. This can be told by the novice only by stripping back the husk from the ear.

In selecting from the field, either for table or for canning purposes, the ears should be picked when in the lemon-yellow stage, and should be cooked by plunging into boiling water for three to five minutes.

WHAT TO DO WITH SUCKERS

If a full stand has been secured, so that the rows are fully occupied, cut off the suckers. If, however, blank spaces remain, suckers appearing on those plants adjoining blank spaces may be allowed to grow and bear ears.



TESTIMONIALS TO THE WORTH OF DeLUE'S GOLDEN GIANT SWEET CORN

Mr. G. D. P. says:

"The quality of Golden Giant was superior to Golden Bantam and of course there is no comparison between the sizes of the two corns. . . . After the corn was up we had a snow storm which completely covered the shoots. Corn grew on just the same and made a good crop. In my opinion this corn is the very best I have tried and for years I have had a good deal of experience in growing corn for my own use and for market."

Mr. Wm. J. B. says:

" . . . Your corn is a distinct advance over the Golden Bantam which I have grown for a number of years."

Mr. D. W. W. says:

"I have used Early Champion, Stow's Evergreen and Golden Bantam, but like your corn the best. We use it at supper every night and always find it sweet and tender; needs no scoring."

Mr. W. B. H. says:

"I distributed the corn among several of my customers and the experience from all of them was the same; that the corn ripened about two weeks earlier than any of the rest; that it was better than the Bantam or any other that was raised around here."

ROBINSON, ILL.

Mr. C. J. C. says, in speaking of an agricultural exhibition:

"My beautiful ears of Golden Giant couldn't be touched by any corn here. . . . You will note an increased demand from this district next season."

Mr. C. A. S. says:

GRAND RAPIDS, MICH., 20 November, 1919.

"I planted the Golden Giant Sweet Corn after taking off the pea crop July 1st, and although poor weather conditions followed it matured and was out of the way long before the first frost. . . . Golden Giant is all that could be wished or looked for in sweet corn."

Mr. R. R. R. says:

BOSTON, MASS., 27 April, 1917.

"I have had a great many years in farming and never in my experience have I seen a corn that produced such large well-formed ears and a corn which was as juicy, tender and sweet."

Mr. H. F. M. says:

CHICAGO, ILL., 25 August, 1918.

"Golden Giant was very fine and satisfactory. . . . Was about two weeks earlier than Golden Bantam."

Mr. C. U. G. says:

RANDOLPH, MASS., 14 February, 1919.

"In the spring of 1916 I sent for your Golden Giant Sweet Corn, paying a cent a kernel just because there is a sucker born every minute, I told myself. I planted it on mean soil and didn't give it any attention, but it grew like mad. To our surprise it was even better than Bantam. . . . It is far ahead of anything I have ever seen and I am a nut on sweet corn."

Mr. F. I. G. says:

"We have just about used up the crop of corn raised from your seed, and we think it is much the most satisfactory sweet corn we ever raised. The ears are very well protected by a thick husk, so that it was the least bothered by worms of any of the sweet corn we ever have grown. Two different stalks had eight ears each."

Mr. W. G. W. says:

"The first planting of Golden Giant Sweet Corn gave us the best sweet corn I ever ate. The kernels covered the whole cob, and the milk was more like Jersey cream. Two ears made a full meal."

Mr. A. H. W. says:

"Golden Giant Sweet Corn is decidedly superior to any that I have before raised. Heretofore I used Golden Bantam and Country Gentleman chiefly, but they are not in the class with Golden Giant. Your corn is the sweetest of all of them and produced larger and fuller ears than the Bantam, and has canned most successfully and kept its most excellent taste."

The Rural New Yorker says:

26 July, 1919.

"Golden Giant Sweet Corn is a vast improvement on the popular Golden Bantam."

Mr. C. H. R. says:

MONTREAL, CANADA, 27 September, 1919.

"When the local show was on at the end of August, I sent along the three best ears I could find of the Golden Giant I had raised, but unfortunately the exhibit was overlooked and not judged. However, when I went along in the evening I inquired of one of the directors as to where my exhibit was and after some search we found the parcel in a corner unopened. I told the director not to make any fuss about it, but he took the matter up at once, and my corn was so much better than the first prize exhibit that I was awarded a 'Special First Prize.'"

Mr. E. E. W. says:

KEENE, N. H., 9 January, 1920.

" . . . The corn was very delicious; everything you claim for it. . . . The stalks were immense, the most vigorous and strongest I ever saw. . . . There were sixteen rows."

Mr. W. H. M. says:

WINNIPEG, CANADA, 3 December, 1919.

"Your Golden Giant Corn was a howling success. The best corn by a long way in every respect that we ever had. There was more growth from one seed of your corn than from five seeds of the 'twelve-row' Golden Bantam (Burbank's) which we had. . . . The growth was something wonderful. . . . Quite a few ears had eighteen to twenty rows."

Mr. J. W. O., Sheriff, says:

ST. CLAIRESVILLE, OHIO.

"I planted some of your corn last year and it was the finest I have ever seen, and was the sensation of the neighborhood. We had corn before anyone else, and it was simply delicious. Cannot help but give this expression of commendation to you for your accomplishment."

The Country Gentleman, February 14, 1920, pp. 110 and 111, reports Mr. William P. Rich, Secy. of Massachusetts Horticultural Society, as saying:

" . . . I grew DeLue's Golden Giant in 1918 and 1919 in my own garden. Before that I grew many other varieties of corn and Golden Giant is the very best sweet corn I ever ate. In my opinion it is superior to any other corn now on the market."

PRICES 1920

2 oz., 35c. 4 oz., 50c. 8 oz., 85c. per lb., \$1.50

All orders must be accompanied by check or money order. Send no stamps. Cash may be sent at sender's risk.

All orders over 4 oz. should be accompanied by postage at zone rates

THE DeLUE EXPERIMENTAL FARM

NEEDHAM, MASS.